ABSTRACT OF THE DISCLOSURE

The present invention is directed to systems and methods for creating a program

for delivery to a client in a video time shifting architecture. The system of the present comprises

an advertisement selection system (ADS) operative to select one or more advertisements and

5 transmit one or more identifiers that uniquely identify the selected advertisements and an

advertisement management system (AMS) operative to generate a playlist that identifies content.

The playlist includes a user requested time shifted program and the one or more selected

advertisements. A video server is operative to interpret the playlist and deliver the content to the

user.

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Express Mail Label No. EV330371666US